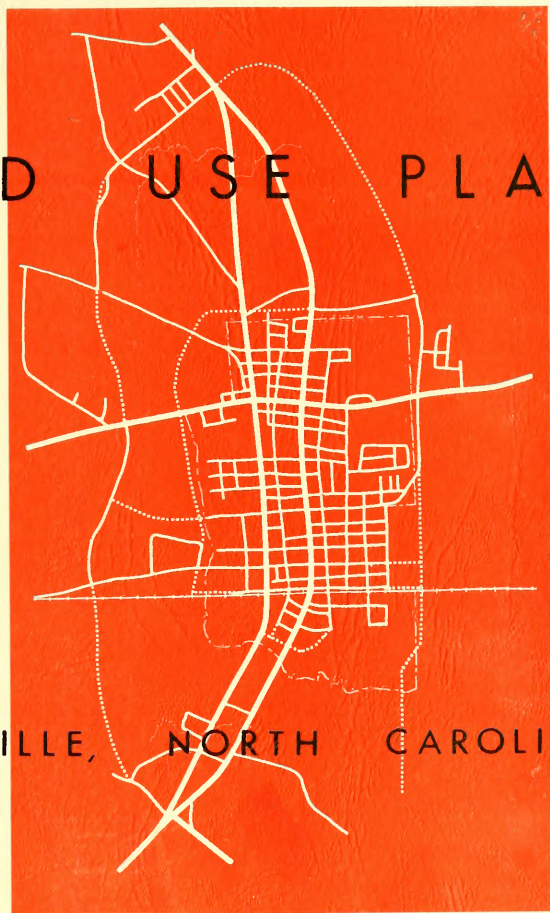



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LAND USE PLAN



WHITEVILLE, NORTH CAROLINA



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LAND USE PLAN

WHITEVILLE, NORTH CAROLINA

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introduction

INTRODUCTION

For the past fourteen months, the Division of Community Planning has been assisting the local planning board in developing a comprehensive planning program. The major objective of this program has been to formulate a land development plan to serve as a guide for the future development of Whiteville. The development plan, presented in this report, has been preceded by numerous surveys and studies which have provided a vital portion of the information needed for the compilation of the plan.

The development plan defines a suggestive pattern for the orderly and systematic growth of Whiteville based upon existing conditions, local traditions and desires, and basic urban planning techniques. The usefulness of the plan depends on how it is utilized; if it is placed on a shelf or in a file and forgotten, it will be of no value to the community. On the other hand, if it is displayed, publicized, and used as a development guide by municipal officials, developers, investors, businessmen, etc., it can become an invaluable instrument for upgrading the appearance and livability of the community.

foundation
of the plan

FOUNDATION FOR THE PLAN

For the plan to be a workable guide for development, it must be largely based on a thorough analysis of the community. The plan must reflect population trends, economic trends, land use deficiencies and surpluses, and a vast array of other factors that provide a framework or "foundation" for formulating a plan for the future development of a community. This section is devoted to a discussion of the major identifiable factors that have dictated, to some extent, the design and scope of the land development plan for Whiteville.

POPULATION

In the fall of 1962, the Division of Community Planning published, in report form, the results of a detailed analysis of the population and economy of Whiteville. Copies of this report are still available in the Town Hall; therefore, reference is made to this report for a complete analysis of the population and economy. From the planning standpoint, one of the most important findings of this study came from the population projections for 1970 and 1980. If the growth rate of Whiteville for 1940, 1950, and 1960 is projected forward, with some modifications as explained in the population and economic report, the 1970 population will be approximately 4,900, increasing to 5,000 by 1980. This equals an expected population increase of approximately 320 people or about 95 families over the twenty year period.

While this modest increase is taking place, other changes will be occurring within the composition of the population. Some of these changes can be reasonably forecast, others only estimated. In 1940, the number of people 55 and older represented about nine percent of the total population; by 1950, this had increased to 11 percent and by 1960 to about 14 percent with indications that it will increase to around 19 percent by 1980.

At the other end of the population spectrum, in 1940, 25 percent of the population were under 15 years of age, by 1950 this percentage had increased to 30 percent and to 34 percent by 1960. By 1970, this percentage will likely level off; however, to make long term, detailed projections for this age group requires estimating new births five to ten years in the future and this cannot be done with any degree of reliability.

ECONOMY

The future of Whiteville is dependent on the vitality and stability of its economy. If job opportunities, retail sales, and other segments of the economy show signs of improvement, it is very probable that these trends will be reflected in population growth, increasing activity in the construction field, and in short, more land being consumed for urban purposes. On the other hand, if there is a leveling off or decline in economic activity, this will likely be reflected in a leveling off or a decrease in population, diminishing activity in construction, and a general curtailment of urban expansion.

During the past decade the economy of Whiteville, which is discussed in detail in the population and economic report, has not had the stability and vitality that is desirable; this has been noticeably reflected in the very modest 1950-60 population increase, the 1958 retail sales figures as compared with 1954, and the sluggishness of construction activity. Since 1959, however, there are indications that the local economy is beginning to improve; this revitalization, though, will probably be short-lived unless a continued effort is made to bolster the economy by seeking new industries, by local merchants participating in promotional sales, by improving the appearance of the downtown area, and by other methods that will encourage more people to work, shop, and live in Whiteville. Below is a brief discussion of selected economic "elements" that are a vital part of Whiteville's economy.

Industry:

The industrial base of Whiteville's economy was centered almost entirely around tobacco and lumber related industries until the late 1950's. Employment in manufacturing represented only a small percentage of the employed population and many of the available jobs were only seasonal in nature. In the latter part of the 1950's, with the opening of the National Spinning Company's plant near Brunswick and the Whiteville Manufacturing Company's plant east of the corporate limits on U.S. 76, the industrial picture brightened considerably. For the first time in Whiteville's history, a large number of year-round employment opportunities were made available, mainly for women. Unfortunately, there is no simple way to measure the effect of these two industries on the total economy of Whiteville, but it is very probable that the increase in industrial activity in the latter 1950's gave the local economy a boost at a time when it was beginning to lag.

Currently, there are five major industries in the Whiteville area employing a total of over 1,000 workers during peak periods of production. Over 750 of these workers are employed by the two local industrial giants -- National Spinning Company, Inc. and Whiteville Manufacturing Company.

It is unquestionable that all of the local industries have helped, to some degree, to strengthen the economy of Whiteville. At the same time, however, it is very probable that a deceleration in production on the part of any of the industries would weaken the over-all economy of the area. In short, within the last five years, the local community has become very dependent on industrial payrolls. Considering the fact that about three-fourths of the workers in manufacturing are employed by two industries, both textile related, it can be concluded that the economy of Whiteville will oscillate to some degree with the fluctuations in the textile industry and to a greater extent with the production activity at the two local plants.

To strengthen the industrial base of Whiteville's economy in the coming years, a diligent effort should be made to instigate the following:

- (1) To attract new industries that are not subject to seasonal or cyclic fluctuations in employment. If this proves to be unsuccessful, a second choice would be to seek those industries that have cyclic fluctuations differing in time from those of the textile industry.
- (2) To seek industries that employ men. Currently over half of the available manufacturing jobs in the Whiteville area are for women.
- (3) To encourage new industries to locate in or near the corporate limits. Whiteville has much to offer new industries: water and sewer services, fire protection, a labor supply, vacant land suitable for industrial purposes, and many other qualities that industries are seeking. It is very probable that the initial cost of suitable industrial sites in or near the incorporated area will be more than for unused parcels of vacant farm land in the rural fringe area; but over a five or ten year period, which should be considered, the merits -- financial and otherwise -- of having industries properly located will far outweigh the initial saving often realized by developing unimproved rural land for industries.

Construction:

A considerable amount of new construction has been occurring in Whiteville considering the fact that the population is increasing at a very slow rate. Most of the construction has been limited to residential structures, however, at least one or more new public, commercial, or industrial buildings have been under construction for the past several years.

Unlike some communities that are experiencing a sizable population increase every year, creating a continuous demand for new residential and nonresidential structures, Whiteville's construction activity has been generated primarily by the economic well-being of the community. As a result, construction activity fluctuates very pronouncedly with the economy of the area. For example, when there was an economic slump in 1957-1958, construction activity rapidly diminished. By 1959 the economy of

the area had regained much of its stability, and construction activity began to increase. The area's economy has continued to improve since 1959 and, as a result, construction activity has been increasing every year -- this activity, in turn, has helped to strengthen the local economy.

Considering the future, it is very probable that if the population projections for Whiteville are reasonably accurate, construction activity will become increasingly sensitive to the fluctuations of the local economy.

Agriculture:

Whiteville's economy has developed to a great extent around agriculture -- largely tobacco. If the farmers experience a plentiful harvest and receive good market prices, it can be detected in the buoyancy of almost every phase of the economy. Likewise, if the quantity and quality of tobacco are down and market prices are low, there is a general tightening of purse strings often resulting in an economic slump felt by local merchants, bankers, contractors, and all engaged in business activities.

Within the last decade, there are indications that Whiteville's economic dependence on tobacco is beginning to diminish. Year by year, fewer farmers are relying solely on tobacco as their only source of income. Many of the marginal farmers are giving up farming altogether, and those remaining are finding it profitable to broaden their agricultural base by supplementing tobacco with livestock and other field crops that will provide, in most instances, a fairly reliable source of income for those years when the tobacco yields or prices are low.

Within the last few years, an almost unnoticed transition has been occurring in Whiteville's economy; many of the tobacco dollars that have long helped to stimulate the local economy are now being supplemented, and in some instances replaced, by industrial payroll dollars. As a result, the fluctuations in tobacco production and market prices should have a diminishing effect on the economy of Whiteville in the coming years. This

does not mean that Whiteville's economic dependence on agriculture will lessen. Rather, because of the productivity of the land in the Whiteville area, it is very probable that agriculture will continue to represent an important part of Whiteville's economy, but with a general shifting away from tobacco toward a more diversified form of agriculture.

Retail Business:

An analysis of retail business has been omitted since this segment of the economy will be explored in detail in the central business district study which should be completed during the winter of 1963.

Concluding Remarks on the Economy:

Whiteville's economy is in a critical period of transition, shifting away from an agricultural-commercial base to an agricultural-industrial-commercial base. Agricultural dollars are certainly important to the local economy, but with a continued decrease in the number of farm families, and an increase in employment opportunities in industry, an increasing number of local dollars are coming from industrial payrolls rather than from the sale of agricultural products.

It is very probable that the community is enjoying a high level of prosperity only because of the recent opening and expansion of the two local textile plants. The maximum economic benefits to Whiteville from these two industries are going to be realized in the very near future, if not already, by a general leveling off of retail sales and other economic related activities. To avoid or curtail this leveling off, new job opportunities will need to be provided; and equally important, the local merchants will need to intensify their promotional activity to retain their present customers and to attract the potential customers that live in the rural areas around Whiteville that would currently just as soon drive to Lumberton or Wilmington to shop as to come to Whiteville.

Relating the population and economic data to the development plan, the conclusion can be drawn that the main emphasis of the plan should be on upgrading the economy, the appearance, and the livability of the community rather than making provisions for a substantial increase in population which will not likely occur.

LAND USE ANALYSIS

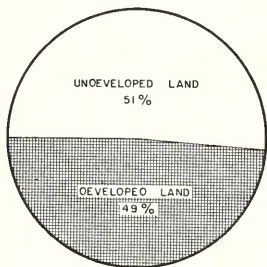
Before a land development plan can be formulated, it is necessary to determine as much as possible about the existing physical layout and composition of the community. For example, it is desirable to know the directions that the town is expanding, the location of physical barriers that will likely effect urbanization, the location of blighted areas, the locations of vacant land, and other such information that provides guidelines for developing a workable and useful land development plan.

In the summer and fall of 1962, the Division of Community Planning conducted an intensive survey and analysis of the use of land in Whiteville. The results of this study were published in a report entitled Land Use Analysis. Copies of this report are available in the Town Hall. Reference is made to this report for a detailed discussion of the use of land, however, below is a brief summary of the major portions of the report.

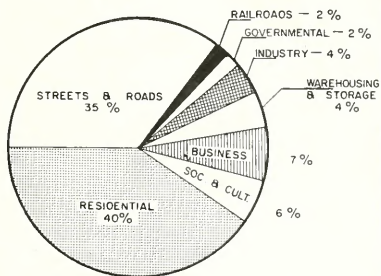
HISTORICAL DEVELOPMENT OF WHITEVILLE: Whiteville has had a unique historical development in that the present incorporated area encompasses what formerly was two separate communities, one being the northern urban area settled in 1800, and called Whiteville, the other being the southern urban area established shortly after the construction of the railroad in the 1850's and called Vine-land. In 1883, several years after the two urban areas had grown together, they officially merged. Since 1883, the community has continued to grow in geographical size until now there is over one square mile of developed land within the corporate limits and several unincorporated urban developments in the fringe area.

USE OF LAND IN WHITEVILLE: Within the corporate limits of Whiteville, there are 1,477 acres or 2.3 square miles of land. Below is a graphic indicating how the land is being used. The location of the different uses in the Whiteville area are indicated on the map on the following page.

USE OF LAND WHITEVILLE, NORTH CAROLINA



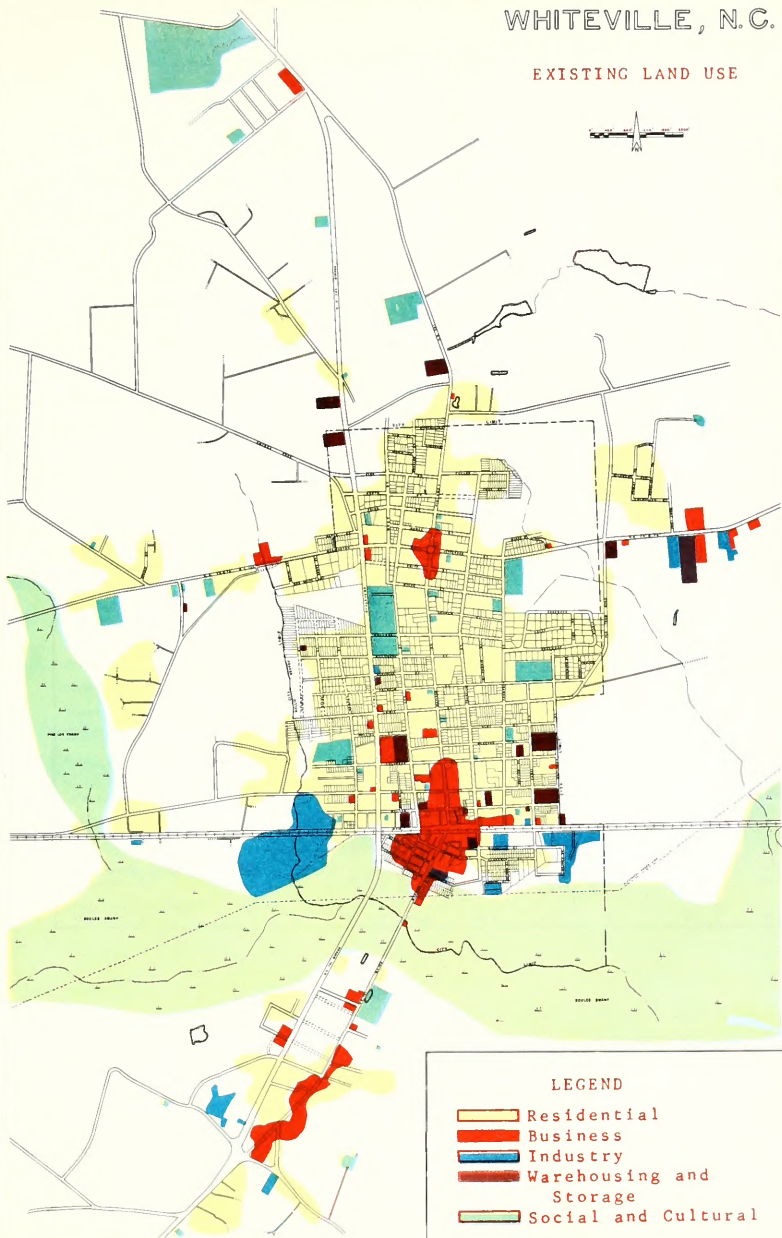
DEVELOPED & UNDEVELOPED
LAND



USE OF DEVELOPED LAND

WHITEVILLE, N.C.

EXISTING LAND USE



LEGEND

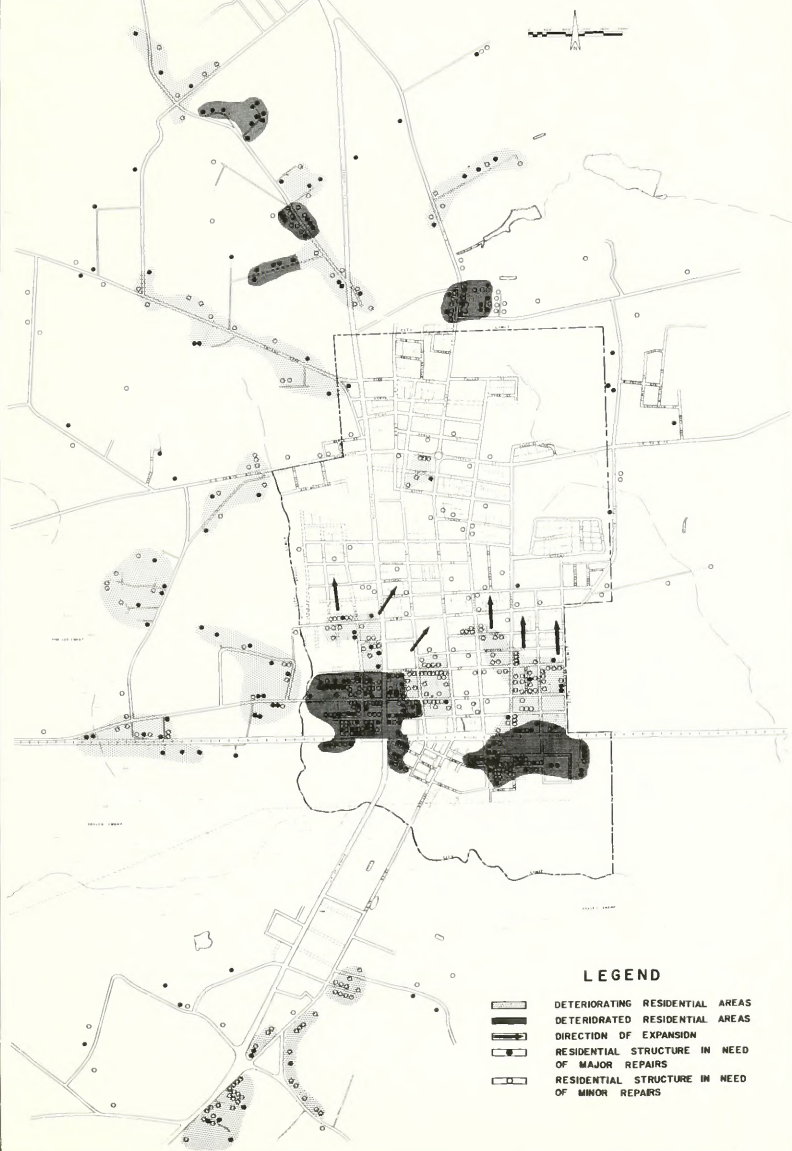
- Residential
- Business
- Industry
- Warehousing and Storage
- Social and Cultural

HOUSING AND RESIDENTIAL BLIGHT: Within the corporate limits of Whiteville, there are approximately 1,465 housing units. Seventy-one percent or 1,035 of these units have no apparent defects or only slight defects that are normally corrected during the course of regular maintenance. Approximately twenty-one percent or 300 of the units are in some noticeable stage of deteriorating and approximately eight percent or 130 have deteriorated to a point where they are dilapidated and unfit for human habitation. In the following table, the housing statistics for Whiteville can be compared with six selected communities plus Urban North Carolina. The location of the blighted areas in Whiteville are indicated on the map on the following page.

SELECTED CENSUS INFORMATION FOR WHITEVILLE AND OTHER NORTH CAROLINA URBAN AREAS								
	Whiteville	Tabor City	Chadbourn	Edenton	Clinton	Lumberton	Charlotte	Urban N. C.
Population	4,683	2,338	2,323	4,458	7,461	15,305	201,564	1,801,921
Housing Units	1,465	682	705	1,474	2,242	4,520	62,142	551,260
Occupied Housing Units	1,330	631	661	1,311	2,135	4,220	58,400	519,004
Nonwhite % (Housing Units)	23.2	25.7	33.6	34.5	37.8	25.9	24.6	22.6
Owner Occupied Homes %	50.8	60.9	53.4	54.2	49.6	52.2	53.3	55.1
Renter Occupied Homes %	49.2	39.1	45.8	45.8	50.4	47.8	46.7	44.9
Median Dollar Value of Homes Owner Occupied	10,700	9,000	7,000	8,300	10,100	7,900	12,300	9,700
Median Number of Rooms								
Owner Occupied Homes	6.0	5.9	5.8	5.9	5.9	5.4	5.6	5.4
Renter Occupied Homes	4.6	4.5	4.4	4.5	4.3	4.2	3.9	4.0
Deteriorating Residential Structures %	20.7	39.3	22.8	16.0	16.0	28.0	14.0	16.4
Dilapidated Residential Structures %	8.6	16.0	12.8	10.7	6.2	12.2	5.4	6.5

WHITEVILLE, N.C.

GENERALIZED HOUSING APPEARANCE



LOCATION CONSIDERATIONS IN THE LAND DEVELOPMENT PLAN

In developing the plan, an attempt was made to indicate the most suitable use for the land in and around Whiteville. The primary objective of this approach was to encourage desired development in suitable locations and to discourage the random locating of uses in a manner that often proves to be detrimental to the surrounding uses, and in some instances, the entire community. A brief listing of the major location considerations used in developing the plan for Whiteville follows:

- (1) New development should be encouraged in those areas contiguous to existing development.
- (2) Where possible, existing vacant land areas within the corporate limits should be developed before those in the fringe area.
- (3) Land uses requiring municipal sewer and water facilities and municipal fire protection should be located within the corporate limits or in areas that could later be annexed.
- (4) Large, traffic-generating land uses, such as industries, should be located only where they are easily accessible from major streets.
- (5) Urban development (excluding recreational areas) should be prohibited in those areas subject to periodic flooding.
- (6) Unpleasant noise, smoke, and odor-producing uses should be located on the east or northeast side of town so that the prevailing winds will carry the noise, smoke, and odors away from the urban area.
- (7) Industrial sites should be set aside in selected areas near major streets and, where possible, adjacent to railroad facilities, and the sites should be provided with water and sewer services.
- (8) Tobacco warehouses should be located outside of residential areas, in locations where they are easily accessible from major streets.
- (9) Retail and service activities, with the exception of highway and neighborhood retail businesses, should locate in the central business area.
- (10) Social and cultural uses, including schools and recreational areas should be located, where possible, near the geographical center of the areas which they serve.
- (11) Adjoining land uses should be compatible. Where necessary, buffers (fences, trees, shrubs, hedge, and open space, etc.) should be provided to reduce the possibility of one use having an adverse effect on adjoining uses.

components
of the plan

COMPONENTS OF THE LAND DEVELOPMENT PLAN

The land development plan, graphically portrayed on the following page, consists of two major parts: the land use plan and the sketch thoroughfare plan. The land use plan indicates a proposed plan for future development. The sketch thoroughfare plan, graphically portrayed on page 26A, outlines major street improvements that are needed or will be needed within the next twenty-five years to improve traffic circulation.

To facilitate the presentation of the land use plan, the land uses have been divided into four major categories; residential, business, industrial, and social and cultural.

LAND USE PLAN

Residential Development

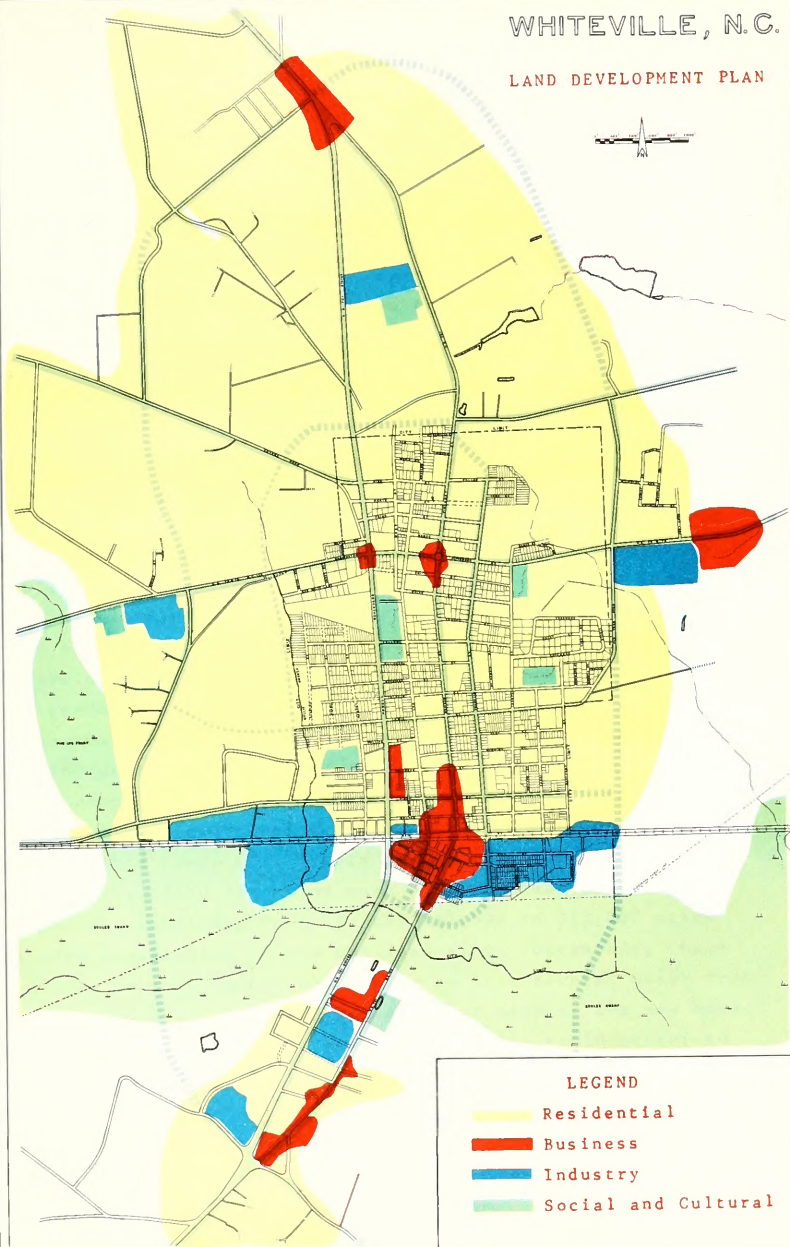
Assuming no serious depression, the residential area of Whiteville should continue to increase in geographical size at a moderate rate -- the demand being created by newcomers moving into the area and by local residents investing in new homes. The result of this activity will mean that in the coming years, additional land will be needed for residential purposes. A discussion of the land areas in and around Whiteville that are suitable for residential expansion follows.

Residential Development Within the Corporate Limits: Within the corporate limits of Whiteville, there are numerous vacant sites suitable for residential dwellings. Using size as a standard of evaluation, these sites can very easily be divided into two categories: one, scattered, vacant parcels located throughout the developed area; and, two, large, vacant parcels consisting of several acres located on the edges of the developed areas in the north, east, and west quadrants of Whiteville.

Prior to the 1950's, many of the dwellings in the community were separated by one or more vacant lots. Today, there are some areas where this is still common, but many of these once

WHITEVILLE, N.C.

LAND DEVELOPMENT PLAN



LEGEND

- Residential
- Business
- Industry
- Social and Cultural

vacant parcels are now the sites of relatively new homes. Year after year, more of these vacant parcels are being developed, however, there are still numerous vacant lots in all the residential areas. Within the planning period, it is very probable that the majority of these parcels will be developed.

Many of the larger vacant parcels within the corporate limits are very suitable for residential purposes, but they are not available for development; as a result, residential development is actually being encouraged in the unincorporated fringe area. Hopefully, within the next five to ten years, the demand for this land will increase to a point that it will be released for urban development. If this takes place, it is very likely that the fringe area development will be curtailed to some extent because of the limited demand for new dwellings.

Fringe Area Development: On the land use plan, no attempt was made to limit the size of the residential area to the acreage that will likely be used by the anticipated population increase during the planning period. Rather, the outlined residential area on the plan is the area most suited for urban type residential development and the area most likely to undergo a transition from a predominately rural landscape to a predominately urbanized landscape within the next twenty to twenty-five years.

Unfortunately, all of the urban type residential development will not occur in the outlined area. Currently, there are numerous moderately priced homes being constructed throughout the county and this trend will likely continue. It could, however, be greatly curtailed if one or more well planned residential developments containing homes in the \$12,000 to \$15,000 price range were constructed in the outlined area. Certainly, there will always be some people who desire to live several miles from a community, but it is fairly certain that many of the new home investors in the rural areas around Whiteville would prefer to live near Whiteville, BUT CANNOT because of the lack of such developments.

Business Uses

In any community there are both desirable and undesirable locations for businesses. If they are located in desirable locations, they usually prove to be an asset to the community and a profitable investment to the entrepreneur; on the other hand, if businesses are permitted to locate in undesirable locations, they can be a liability to the community and in many instances, an unprofitable investment. Unfortunately there is no clear dividing line between what constitutes good and bad locations for businesses; however, it is possible to define in general terms the desirable and undesirable locational factors for business, and then to use these factors as a guide in selecting areas suitable for business uses. Before this can be done, though, it must be recognized that there are five types of business uses, each having somewhat different locational requirements. They are:

Businesses Associated with the Central Business Area, such as department stores, variety stores, hardware stores, clothing stores, jewelry stores, and other such businesses usually having a relatively small amount of floor space and a high volume of customers.

Neighborhood Businesses, such as drug stores, grocery stores, small variety stores, and other such businesses catering to the residential neighborhoods in which they are located.

Highway Serving Business Uses, such as motels, restaurants, large service stations, and other such businesses catering primarily to the passing motorists.

Shopping Centers, with uses ranging from nothing more than a concentration of a few stores catering to the surrounding residential area, to the regional shopping center, with several large stores, serving about the same function as the central business area.

Major Locational Factors for Business Uses: Below is a listing of the major locational factors that should be considered in selecting business locations.

Accessibility: Business uses need to be easily accessible from major streets and situated so as not to create traffic congestion.

Compatibility with Surrounding Uses: Business uses should be located only in those areas where they will not have an adverse effect on the character of the area.

Convenience to Customers: Where possible, business uses should be located near the geographical center of the area being served.

Availability of Utilities: Business uses should normally be located only in those areas where the municipality can provide water and sewer facilities, fire protection, and garbage collection.

Central Business District (CBD):

The longitudinal dimensions of the CBD are fairly well established by Soules Swamp to the south and the municipal building and post office to the north; the distance between the two extremities being two-thirds of a mile. The east-west boundaries of the district are not as definable, although virtually all of the uses are located between Lee Street to the west and Franklin Street to the east. In the future, if there is a need to expand the CBD, it would be desirable to expand it in an east-west direction, preferably between Virgil Street to the north and James and Caldis Streets to the south. However, before the district is expanded, consideration should be given to the availability of vacant land in the existing district, and the number of vacant structures that exist in the business area. If vacant land and parcels are available in the central area, expanding the area would likely lead to greater vacancy. On the other hand, if there

are no vacant parcels and the vacancy rate is low, consideration should be given to expanding the CBD preferably in an east-west direction between the two streets mentioned above. A detailed analysis of the CBD is currently being made and the results of the study will be published during the winter of 1963.

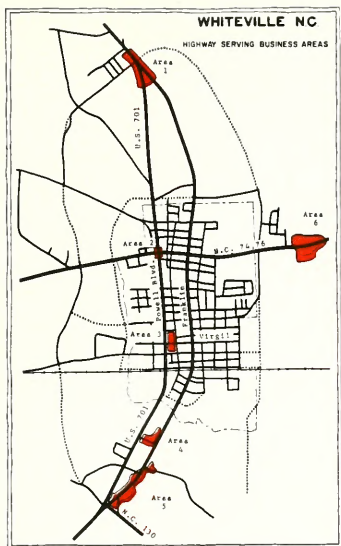
Neighborhood Business:

There are few business uses in Whiteville that fall into this category. Some of the uses around the county courthouse, such as the drug store would be in this category, however, because of the other uses in the area such as the appliance store and furniture store that are not neighborhood in nature, the area was classified as a small shopping center. The business uses included in this category are located mainly in the southwest part of town and are too small to indicate on the land use map.

In providing for such uses in the future, special consideration should be given to off-street parking, the traffic generating capacity of the proposed businesses, and the effect of proposed businesses on the surrounding area.

Highway Serving Businesses:

Provisions are made in the plan for highway serving business areas in six locations. However, sufficient area should be allocated to this category at all times, so that prospective investors may have a choice of several locations. Currently, there are no limitations as to where such uses can locate beyond the corporate limits, and as a result, such uses have scattered out in a lineal fashion along the major highways leading into Whiteville. In some instances creating traffic congestion and adversely affecting the surrounding property. In the future, it would be desirable to only encourage highway-serving businesses to locate in pre-selected areas where provisions can be made to avoid traffic congestion and where they will be compatible with surrounding uses. Following is a brief discussion of each of the six areas:



Area One: The business area indicated on the land development map near the Holiday Motel is currently beyond the limits of existing municipal facilities, but otherwise, it is suitable for highway-serving businesses catering mainly to the motorist. The outlined area is situated where it would be easily accessible from either bypass U.S. 701 or business U.S. 701. In addition, the area is strategically located from a businessman's standpoint, in that a business in this area would be clearly visible to the motorist for several hundred feet in all directions. If the area is developed, careful consideration

must be given to the location of entrances and exits to avoid creating congestion at the intersection of Bypass U.S. 701 and Business U.S. 701.

Area Two: The area outlined at the intersection of 76 and 701 is partially devoted to highway serving businesses at the present time. Because of this fact and because of its accessibility from the two major highways in the area, it would be suitable for some expansion provided that the business area is limited in expansion to a designated number of feet from the intersection and that sufficient buffers, such as trees and shrubs, are provided so that the business uses will not adversely affect the surrounding residential area. Municipal water and sewer facilities are available.

Area Three: The outlined area for highway serving businesses on U.S. 701 between Virgil and Phillips Streets presently is developing into a small business complex. This particular area is convenient to the passing motorist as well as to many

of the local residents. Continued development should be encouraged but provisions should be made to insure that it will not grow in an unlimited fashion along U.S. 701. As in the other locations, entrances and exits should be controlled and buffers between business and residential uses should be provided. Municipal water and sewer facilities are available in this area.

Areas Four and Five: Two areas for highway serving businesses are provided in South Whiteville. Unfortunately, the residential character of this suburban area has already been adversely affected by the random locating of business uses in lineal fashion scattered between residential dwellings. It is suggested that area five, farthest to the south, be restricted to its present size, and that area four, immediately to the north, be permitted to expand between Bypass U.S. 701 and Business U.S. 701. Although this area is currently not highly developed, buffers should be provided around the business uses. As in the other areas, entrances and exits should be controlled. Water and sewer facilities are not available in this area.

Area Six: Provisions are made in the plan for moderate expansion of the highway serving businesses east of town as indicated on the map. The western limits of this area should be the Whiteville Manufacturing Plant and the drive-in theater; the eastern limits would be White Marsh. Because this area is not developed residentially, it would be desirable to encourage only those highway serving businesses catering to motorists to locate in the area. Municipal water and sewer facilities are not available at the present time beyond the Whiteville Manufacturing Plant. The existing businesses now have full frontage access to the highway which not only makes entrances and exits difficult, but also dangerous. Entrance and exit ways for any new uses in this area should be controlled.

Shopping Centers

The only shopping center area indicated on the land use plan is the business area around the courthouse. Additional shopping centers should be discouraged for the following reasons:

- (1) the existing Central Business District (CBD) is easily accessible to all residential areas,
- (2) there currently is vacant land and buildings in the CBD and,
- (3) the population of the area is not increasing, thus shopping centers would in effect have to compete with the CBD for customers.

If, however, in the future a shopping center is proposed for the Whiteville area, it should be expected to conform to a set of minimum standards such as those listed below:

- (1) the site should be large enough to provide off-street parking facilities for all uses planned for the center.
- (2) the center should be in a location where it will be compatible with surrounding uses.
- (3) the center should be located on a major street of preferably at the intersection of two major streets.
- (4) entrances and exits should be controlled.
- (5) buffers should be provided if the center adjoins a residential area.
- (6) the site should be located where water and sewer facilities, fire protection, and garbage collection can be provided by the municipality.

Industry:

Whiteville has been participating with scores of other communities in a highly competitive activity -- that of attracting new industries. Fortunately, due to the diligent efforts of the local Merchants Association, the community has been successful in attracting two sizable industries to the area. In most instances (and it was true in Whiteville) the communities that have experienced success in this venture have been those that have spent more time and money in searching for industry and in making their community attractive to industry. Communities, however, that benefit most from experiencing success in their industrial promotional efforts are those that not only have carefully selected sites which are attractive to industrial prospects, but also sites that can easily be supplied with municipal facilities and services, and sites that are compatible with the existing and proposed land use in the area. This is not always easy to

do, but if it can be accomplished, the returns to a community will normally be far greater than the initial savings realized by investing in a parcel of land that may be available for a nominal price, but in a poor location from a community's standpoint.

It is impossible to make a detailed listing of locational considerations for industrial sites because they vary from industry to industry. It is possible, however, to outline major location considerations that concern industries, and the major industrial location considerations that should interest a community. Once this is accomplished, these factors can serve as a guide for selecting industrial sites. Following is a brief listing of the major locational factors that should be considered in selecting industrial sites:

Location Factors of Particular Concern to Industry:

- (1) Topographical Conditions: Most industries are interested only in sites that are relatively level, well drained, and not subject to flooding.
- (2) Facilities and Services: Virtually all industries require water and sewer facilities and fire protection. Industries are not normally interested in how the facilities and services are provided and financed; rather, they are mainly interested in their adequacy and the cost to the industry.
- (3) Transportation Facilities: In regard to industries interested in the Whiteville area, they would probably prefer to locate either where railroad facilities are available or near one of the highways in the area.
- (4) Land Use: Industries are becoming increasingly interested in locating in areas where they can be assured by the community that existing and proposed development in the area will not be incompatible with industry.
- (5) Visibility: Industries are also becoming more interested in sites adjacent to major thoroughfares and highways where the industrial plant will stand as an advertisement to the public.

Industrial Location Factors That Should be of Particular Concern To Communities:

- (1) Availability of Municipal Facilities and Services: Industrial sites should be either in or near the corporate limits where municipal facilities and

services, i.e. water, sewer, fire protection, are either provided or can be provided at a reasonable cost to the community. This factor must be considered even though an industry may elect to provide its own water and sewerage system. This is because at a later date the community may either be requested or find it necessary to provide water and sewer service, and possibly fire protection service to the industrial area.

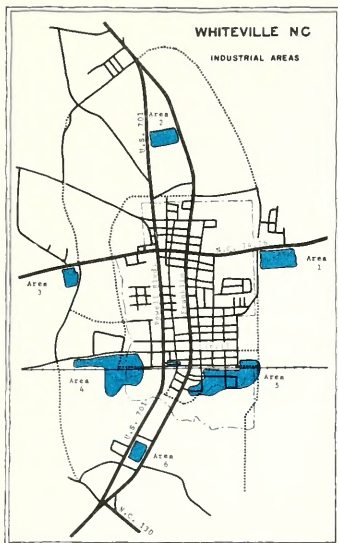
- (2) Accessibility: Industrial sites should be located only in areas easily accessible from the major thoroughfares and highways in the area.
- (3) Land Use: Industrial sites should be protected from the encroachment of undesirable uses as mentioned above, but provisions also need to be made by the community to permit industrial sites only in areas where industries will be compatible with surrounding existing and proposed development. Related to this, industries producing objectionable odors, smoke, dust, noises, and vibrations should not be permitted in those areas where they will adversely affect existing and proposed development.

Using the above locational factors as a guide, six industrial areas have been selected in the Whiteville area. Below is a brief discussion of each of these areas. The geographical locations of each of these areas are indicated on the map on the following page.

Area One: This area is located on the south side of U.S. 76 between Old Tram Road and the Columbus County Tobacco Warehouse. Although this area is outside the corporate limits, both water and sewer facilities are available. There is currently some traffic congestion in this area but with the proposed widening of U.S. 76 and with controlled access to new industries, it should be greatly reduced if not eliminated.

Area Two: This area is located between U.S. 701 bypass and U.S. 701 business north of the corporate limits. Neither municipal water nor sewer facilities are available, however, both facilities are located within a few hundred feet.

Area Three: Area three is located west of the corporate limits between the County Health Center and the County School Bus Depot. Municipal water lines are within a few hundred feet of this area,



but the nearest sewer lines are located about one-half mile to the east. Of all the industrial areas, this particular location would be least desirable for large industry primarily because access to the area is limited mainly to U.S. 76. It should be, however, very suitable for one or two small industries which would not be large traffic generators.

Area Four: Area four is located west of the corporate limits of the south side of Virgil Street immediately west of Sledge Lumber Company. Neither municipal water nor sewer facilities are currently available, however, they are located within a few hundred feet of the area. This area adjoins the

railroad and a railroad spur or siding could easily be provided. In some respects, this area is suited for large, heavy industrial activities; however, because access is limited mainly to Virgil Street, it would be desirable to discourage industries generating a lot of traffic from locating in this area until the street system can be improved. (See thoroughfare plan on page 26A).

Area Five: Area five is located along the railroad on both sides of the CBD. Both water and sewer facilities are available and several railroad spurs and sidings exist in the area; most of the land suitable for industrial purposes is now developed with an assortment of mixed land uses. There are, however, some choice sites for industrial use. It is suggested, however, that before any industrial expansions are permitted in this area a detailed study be made to determine if the industrial sewage can be adequately discharged from the sites and to determine if the area is subject to periodic flooding.

Area Six: Area six is located in South Whiteville between U.S. 701 bypass and U.S. 701 business. This area is easily accessible, and would be suitable for one large industry or several small industries. Municipal water and sewer facilities are not available.

The above areas are only schematically outlined on the land development plan to indicate the general areas suitable for industry. In some instances, it may be desirable after future study to either enlarge or reduce the size of one or more of the areas. Although this will effect the over-all plan to some extent, it will not disturb the over-all development for the area, if the readjustment of the boundaries or the selection of new industrial sites are based upon further, more-detailed studies. If, however, industrial site deviations are made from this or any future refinement of this plan without sufficient studies to determine the full effect of a new industrial location on the community -- it is very probable that the community will not fully realize the advantages of having a new industry; and it is possible that the community may eventually pay heavily, financially and otherwise, for permitting an industry to locate in an unsuitable location.

Social and Cultural

This category is for those non-residential land uses that often are located in residential areas. In Whiteville, the uses included in this category are schools, recreational areas, churches, medical facilities, rest-homes, cemeteries, and certain governmental uses.

These accessory uses can either add character and variety to residential areas or they can become the seeds of deterioration -- depending on how they are integrated into the residential areas and what protective devices, such as screening, are used to reduce or eliminate the objectional features that occasionally accompany these uses. There is no foolproof method for insuring that these uses will not adversely affect residential areas; the possibility, however, can be reduced by encouraging or requiring the developers of social and cultural uses in residential areas to conform to a

set of rigid requirements pertaining to off-street parking, accessibility from major streets, buffers around property, and other reasonable stipulations that would aid in making the uses more compatible with the surrounding residential development.

On the land use plan, only the major existing social and cultural facilities are indicated; during 1964 and 1965, a more detailed study will be made of the schools, recreational facilities as part of a community facilities study, and upon completion of that study, these facilities will be incorporated into the plan.

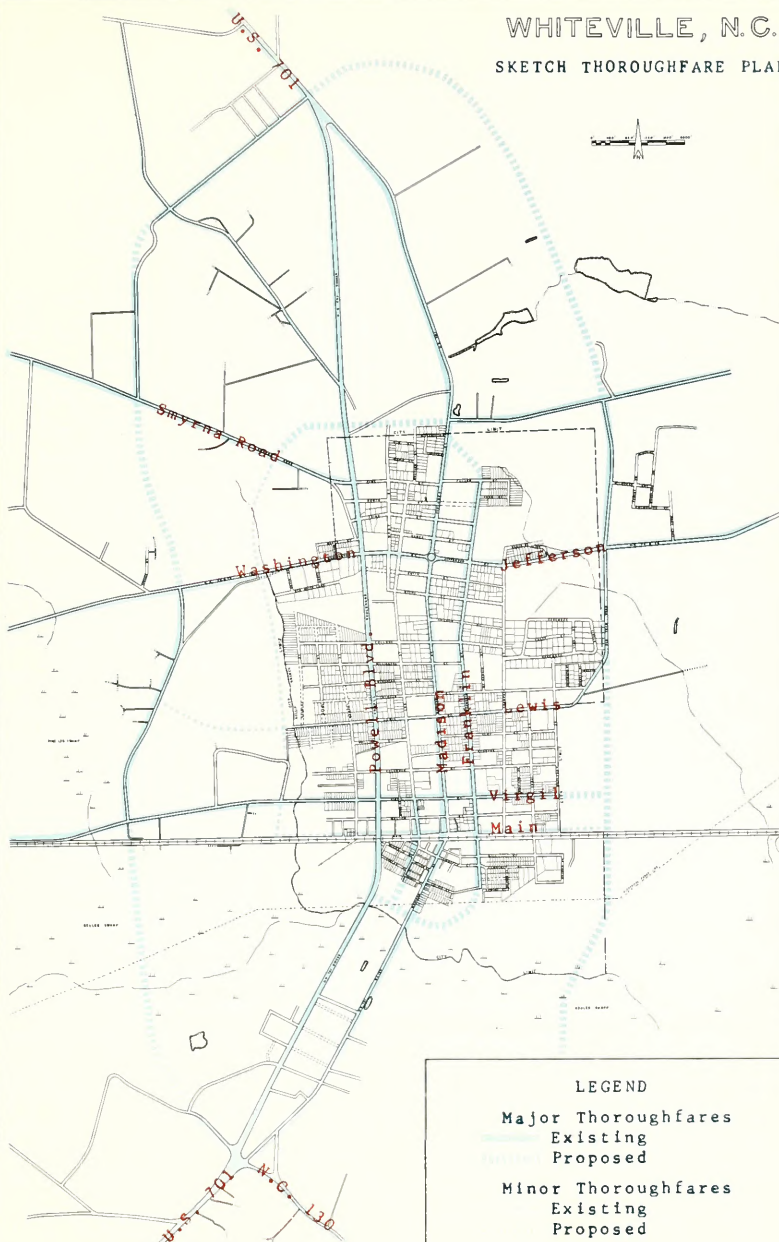
SKETCH THOROUGHFARE PLAN

The sketch thoroughfare plan, indicated on page 26A, is designed to improve the flow of traffic in and around Whiteville. Currently, the Central Business District is the only major congested area, however, with the steady increase in traffic volumes on many of the local streets, numerous "bottlenecks" are beginning to appear. In addition, the increased traffic on some of the local streets is beginning to have an adverse effect on adjoining residential properties. By developing and implementing a thoroughfare plan, such as suggested on page 26A, the existing problem areas can be corrected and many of the possible future problem areas can be anticipated and avoided before they materialize.

Major Street System: The geographical layout of Whiteville -- with its two centers -- creates several unusual traffic problems not often found in other communities. Most of the radial streets, for example, converge in the county courthouse area, making this area easily accessible from all parts of town. The CBD, on the other hand, is located in the southern extremity of the urban area with no major streets, other than Madison Street, radiating from it. As a result, the major traffic generator in the area, the CBD, is not easily accessible by major streets from many of the residential areas. This is best illustrated by the fact that many people coming to the CBD from north, east, and west, filter southward on those streets that are either a little wider, have fewer bumps, or have fewer stop signs. Once the people arrive in the CBD, they find it is not an easy task to drive through the district or even around the business district because of the narrow streets, the numerous "off-sets" or "jogs" intersections, and the traffic congestion, which is increasing every year. With these problems this naturally leads to the question of what can be done to improve traffic circulation. It would be desirable to designate certain streets as through streets and the other streets as minor streets mainly for residential use as indicated on the thoroughfare plan. Movement on the designated through streets could be encouraged by:

WHITEVILLE, N.C.

SKETCH THOROUGHFARE PLAN



LEGEND

- Major Thoroughfares
 - Existing
 - Proposed
- Minor Thoroughfares
 - Existing
 - Proposed

- (1) removing stop signs,
- (2) resurfacing,
- (3) widening the pavement,
- (4) publicly informing the people of the designated through streets, and by encouraging the people to use them, and
- (5) coordinating the light signals.

At the same time, through traffic except on the designated streets should be discouraged mainly by using stop signs. As indicated on the sketch thoroughfare plan, Powell Boulevard, Madison Street, Franklin Street, and Old Tram Road should be designated as the major north-south through streets and Washington-Jefferson Streets, Lewis Street, and Virgil Street should be designated as the major east-west through streets.

In the CBD, there are no easy solutions to the traffic problem. Currently, most of the traffic on Madison Street in the CBD is there because there is no easy way to skirt the CBD other than by the bypass and because it is not possible to drive around the CBD (as in searching for a parking space). A loop system such as outlined on the map would not eliminate the traffic congestion in the central area, but it would greatly improve the circulation. CBD congestion would also be reduced by making Main Street a one way street on each side of the railroad between Franklin and Lee Streets.

In the unincorporated fringe area, several of the proposed major streets are not currently needed. But, when the area begins to develop, provisions should be made for these major streets in the approximate locations indicated on the map.

This plan is only for the major streets. As new areas develop in and around Whiteville, more detailed studies will need to be made to insure that the proposed residential streets will be coordinated with the over-all thoroughfare plan for the area.

implementation

IMPLEMENTATION

There are numerous "tools" available for implementing portions of this land development plan, but unless the local citizens, individually and cooperatively, support this plan or a revised edition of this plan for community-wide improvement, the desired results will not be achieved. It is therefore suggested as an initial step toward implementation that this plan be widely publicized in an effort to inform the local citizenry of its merits and objectives. If there are elements of the plan that are not acceptable, they should be changed to be made acceptable provided that the changes will not destroy the over-all plan of development. The important thing is to have an adequate, but pleasing development plan to guide Whiteville's growth.

Once this is accomplished, the community can begin charting a course that will lead to the fulfillment of the plan. There are certain legal tools such as zoning and subdivision regulations that are available, but, unless the plan is backed by public interest and support to the degree that the local social and civic organizations, as well as private citizens, will attend planning board meetings and council meetings to defend the plan when it is being challenged, the plan will soon either be amended or dissected until it loses its cohesiveness; or the limited tools available for implementing portions of the plan will either not be adopted or if adopted, generalized and amended to the point that they will become useless.

Implementation Recommendations:

- (1) The plan should be publicized so that local residents and developers will be familiar with the land development plan and its objectives.
- (2) Developers should be encouraged to use the plan as a general guide for determining the use of land in and around Whiteville.
- (3) The municipal governing body should use the plan as a general guide for making decisions pertaining to the extension of water and sewer lines and for making street improvements.

- (4) The planning board and council should use the development plan as a general guide for evaluating requests for zoning amendments.
- (5) A capital improvements program (a long range financial plan) should be adopted, and selected elements of the development plan should be programmed into future municipal budgets.
- (6) The following legal tools should be periodically reviewed and revised to reflect the latest methods and procedures: zoning ordinance, building code, minimum housing code.
- (7) Subdivision regulations should be adopted to aid in an orderly and systematic development of Whiteville. However, before such regulations can be adopted, it will be necessary to have either Columbus County or Whiteville removed from the list of counties and towns exempt from the state act granting authority to establish subdivision regulations. (See General Statutes of North Carolina 160-227.1)
- (8) All codes and ordinances should be rigidly enforced.

The community should take advantage of the urban renewal program and public housing programs to eliminate blight and provide reasonable housing for low income families.

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